

For Discussion – Tasks, Dates, and Possible Timeline

- September 1, 2006 –** Final ballot language, ballot order, charter amendments (Ramseyer format) to clerk's
- September 23, 2006 –** Digest published in newspaper of general circulation
(Saturday) Translations – Chinese, Japanese, Ilocano newspapers
(45 days before election) Notice that full text available at clerk's office
Full text and translations printed and available
Time needed to get to papers: 1 week (?) (9/16)
Time needed for translation: 2-3 weeks (9/2-9)
Time needed for printing: 2 weeks (9/2)
Timing: Previous Sunday? (push all dates back a week)
- To Do: 7/20 meeting: Decide on general format for digest and brochure, delegate preparation of ad graphics mock ups and prep of digest text; approve general education plan
- August committee meeting(s): review and finalize digest and brochure
- Begin scheduling appearances at Neighborhood Boards, organization meetings, talk shows, etc.
- October 15(?) --** Bulk mailing of brochures (October 15?)
Time needed for translation: 2 weeks (9/30)
Time needed for printing: 3 weeks before mailing (9/16)
Time for mailing: 1 week (10/7)
Time needed to get bids for printing/mailing: 1 week
- To Do: 7/20: Recommend/decide companies to get bids from; delegate preparation of brochure text and mock ups for graphics/photographs
- August committee meeting(s): Review bids and select mailing vendor (Cardinal or similar); review bids and select printing vendor
- October(?) --** TV, radio, newspaper ads? (October 15)
Neighborhood board meetings?
Talk shows, radio and TV?
Sample ballot?

Time needed to plan TV ads: 2-3 weeks (9/23-30)
Time needed to plan radio ads: 2 weeks (?) (9/30)
Time needed to plan newspaper ads: 2 weeks (?) (9/30)
Time needed to get bids for media consultant: 1 week

To Do:

7/20: Decide on possible media consultants to solicit bids from

August committee meeting(s): Review bids and select consultant/buyer

Note re bids: media consultant bid should include production